



# Danielle Margaux R. Garcia

📍 Paranaque City

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## SUMMARY

An inventive and results-oriented senior marketing communications student with a passion for people and their stories at heart. Driven to tell stories that make a difference through integrated marketing communications strategies. Currently navigating the fields of business intelligence, marketing, data science, and journalism.

## EXPERIENCE

### Marketing Technology & Research Intern

*Cobena Business Analytics & Strategy, Inc.*

Oct 2020 – present

- Assists with data collection, data cleaning, data analysis, report preparation, and additional research for ongoing and future marketing and market research engagements through digital audit, digital consumer intelligence, focus group discussions, and surveys
- Derives actionable insights from research data and crafted business recommendations that support a client's strategic objectives

### Editor-in-Chief

*The GUIDON*

Jun 2020 – present

- Oversee, edit, and manage press cycles, event coverages, and organizational operations

### Beyond Loyola Editor

*The GUIDON*

Jun 2019 – Jun 2020

- Proofread, edited, and oversaw the articles and coverages of the Beyond Loyola Staff
- Trained new and veteran staffers to hone their technical and qualitative skills

### Beyond Loyola Staffer

*The GUIDON*

Oct 2017 – Jun 2019

- Suggested monthly story pitches, conducted interviews, and wrote stories for press and online
- Assumed Editorial Assistant and mentorship roles in training new staffers and ensuring high morale within the staff

### Accounts & Partnerships Manager

*Ateneo Collegiate Society of Advertising*

Oct 2018 – Jan 2019

CoSA AdExpo: In collaboration with Ace Saatchi & Saatchi, BBDO Guerrero, Aspac-DAN, Ogilvy

- Contacted agencies and student organizations for partnership packages, finalized packages' content

### Finance Manager

*Ateneo Association for Communications Technology Management Majors*

Oct 2018 – Nov 2018

Rhythm-in-Blue

- Conceptualized fundraisers for the project, established relationships with product suppliers

### Information Manager

*Ateneo Association for Communications Technology Management Majors*

Sep 2018 – Oct 2018

ACTM x IMC Week

- Oversaw internal blasts for event reminders

## EDUCATION

### BS Communications Technology Management, Communication Specialization

*Ateneo de Manila University*

Aug 2017 – May 2021

### High School Diploma

*Assumption College San Lorenzo*

2013 – May 2017

## PROJECTS

### AXIS Documentary Series

*A three-part series on the legacy of the 1986 EDSA Revolution*

2019 – 2020

- Spearheaded content strategy, production, and visual direction

### The GUIDON 90th Anniversary Folio

*Commemorating 90 years of journalistic excellence*

2019 – 2020

- Assumed an editorship role and managed an ad hoc team

### Immersive Journalism Project: Marawi 2019

*Special coverage of Marawi City*

Aug 2019

- Suggested and executed story pitches, spearheaded interviews on the ground, wrote explanatory articles

## AWARDS

### Second Honor - Dean's List

*Ateneo de Manila University*

Jan 16, 2021

Attained Second Honors with a semestral QPI of 3.67.

### Most Outstanding Project

*Loyola Schools Awards for Leadership and Service*

May 27, 2020

Awarded to the Immersive Journalism Project: Marawi 2019 Team

## SKILLS

Organizational Leadership • Marketing

Market Research • Data Visualization

Visual Communication • Journalism • Writing

Microsoft Office • Proofreading and Editing